



Australian Children's
Education & Care
Quality Authority™

Meeting NQS branding guidelines

RATED

MEETING

NATIONAL QUALITY STANDARD



Introduction

ACECQA, in collaboration with state and territory regulatory authorities and the Australian Government, has designed a logo to support services to promote their overall rating against the National Quality Standard (NQS).

Providers and services rated Meeting the NQS overall can use the logo on promotional materials and are encouraged to talk with families about the service's strengths and goals for improvement.

The following style guide explains how to use the Meeting logo.

Eligibility of use

Only services that receive an overall rating of Meeting the National Quality Standard are eligible to use the Meeting logo. The logo cannot be used to represent a rating given to an individual quality area.

Providers and services that no longer hold the Meeting the National Quality Standard rating must immediately discontinue use of the Meeting logo.

It is an offence under the Education and Care Services National Regulations to give a false or misleading statement about your National Quality Standard rating (regulation 72). Penalties apply.

Services that breach these branding guidelines or the Terms and Conditions (see page 7) will be asked to discontinue use of the logo.

Contact

If you have questions about the usage of your Meeting logo, please don't hesitate to contact ACECQA by emailing enquiries@acecqa.gov.au or calling us on 1300 422 327.

Your printer or communications team may require different file formats of the logo you have been provided.

If this is the case, please get in touch with ACECQA and our communications team will be able to assist you.

Clear space and minimum size

There should be lots of white space around the logo to help give it emphasis and prominence.

A minimum of 5mm should be maintained around the logo at all times.



Placement

The integrity of the logo must be maintained at all times.

The logo should not be disproportionately scaled, angled or placed upon busy backgrounds.





- Do not incorporate the Meeting logo into your service or provider logo; it should stand alone
- Do not scale the logo disproportionately
- Do not angle the logo
- Do not place the logo on a busy background
- Do not apply a drop shadow to the logo






The Colours


The following colours make up the map component of the logo.

Only use the colours as specified below.

				
CYMK	73/0/96/0	37/0/8/10	0/42/99/0	1/14/94/0
RGB	67/183/79	171/210/95	250/162/27	255/213/34
HEX	43B74F	ABD25F	FAA21B	FFD522

			
CYMK	59/98/0/0	45/21/7/0	77/28/0/0
RGB	226/23/143	233/145/165	21/149/211
HEX	E2178F	E991A5	1595D3

The following colour is used for the 'Meeting' text.

	
CYMK	91/65/0/0
RGB	27/98/174
HEX	1B62AE

Print

The email provided by ACECQA contains the correct files for print usage.

You may wish to use the Meeting logo in the following ways:

- Outdoor/internal signage
- Corporate materials
- Printed newsletters
- Flyers and brochures

Print/hi-res collateral assets

Only use the hi-res logo for printing. Talk to your printer or graphic designer to find out the best ways for using these assets and promoting your service with the Meeting logo.

Online

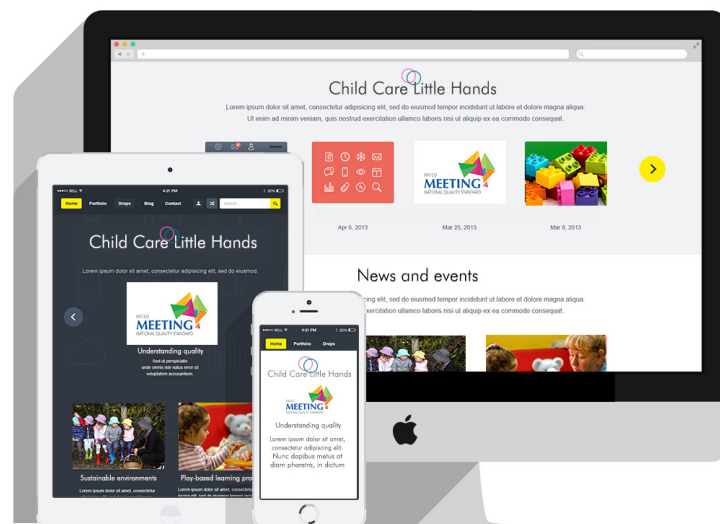
The email provided by ACECQA contains the correct files for digital/online usage.

You may wish to use the Meeting logo in the following ways:

- Social media
- Website
- eDM/online newsletters
- Email signatures

Digital/lo-res collateral assets

Only use the RGB logo for digital or online use. Talk to your digital/online staff or web designer to find out the best ways for using these assets and promoting your service with the Meeting logo.



Terms and Conditions of use

1. Use or display of the NQS rating logo is voluntary.
2. The NQS rating logo does not replace the rating certificate issued by the regulatory authority in your state or territory. This certificate must continue to be displayed at all times, regardless of whether or not your service chooses to display the NQS rating logo.
3. By accessing and using the NQS rating logo you accept and agree to be bound by the Terms and Conditions.
4. If you breach any of the Terms and Conditions you will immediately terminate your right to use the NQS rating logo and ACECQA reserves all rights to take action under intellectual property law.
5. You agree only to use the NQS rating logo that matches with the overall NQS rating determined by the regulatory authority. It is an offence under the Education and Care Services National Regulations to falsely represent the quality rating given to your service (Regulation 72).
6. For providers with more than one service, a logo can only be used directly in relation to a rated service. For example, a logo cannot be used on a provider's website which lists multiple services unless it is clearly and directly associated with the service that has received that rating, and only that service.
7. You acknowledge that you have read, and agree to abide by and be bound by, the NQS rating logo branding guidelines.
8. You agree not to modify the NQS rating logo in any way.
9. You agree to notify ACECQA immediately if you suspect or discover that the NQS rating logo has been improperly accessed or misused in anyway.
10. You will not distribute the NQS rating logo to any third party approved providers or services. This document and all related logo files are for your use only.
11. ACECQA disclaims all liability to you for any damages resulting from access or use of, or inability to access or use the NQS rating logo.
12. If any of these terms of use are held to be invalid, unenforceable or illegal for any reason, the remaining terms of use will continue in full force.
13. The Terms and Conditions may change from time to time and you will be bound by the amendments. This policy was last updated in August of 2016.

Australian Children's Education and Care Quality Authority (ACECQA)

ABN 59 372 786 746

Address Level 6, 175 Liverpool Street, Sydney NSW 2000

Post PO Box A292

Sydney NSW 1235

Phone 1300 422 327

Website www.acecqa.gov.au



Australian Children's
Education & Care
Quality Authority